



United States
Environmental Protection Agency
Office of Wastewater Management

Market Enhancement Opportunities for Water-Efficient Products Public Meeting

Hilton Austin
Austin, TX
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Speaker Biographies

David Bracciano

Demand Management Coordinator
Tampa Bay Water Authority

Mr. Bracciano has over 20 years experience in management of water supply projects. He is the Tampa Bay Authority's Demand Management Coordinator and is responsible for coordinating development of conservation programming and for developing and implementing various demand management procedures aimed at optimizing use of economic and water resources in the Tampa Bay region.

He currently chairs a conservation committee whose membership includes Tampa Bay Water member governments, the Southwest Florida Water Management District, and local cooperative extension service offices who are responsible for developing toilet marketing program elements for use regionally. He serves on the American Water Works Association Water Efficiency Programs and Technology Committee and is a committee member responsible for development and implementation of a Statewide Comprehensive Water Conservation Program for Public Water Supply.

Mr. Bracciano has a Bachelors of Science degree in Water Resource Development from Michigan State University and his Masters degree in Public Administration at the University of South Florida.

Shana Cockerham

Environmental Specialist
Lowe's Company

As Lowe's Environmental Specialist, Shana Cockerham is responsible for the education of Lowe's employees and customers on environmentally conscious products and practices. In addition, she is involved in the development and implementation of environmental marketing materials, and collaboration with government agencies, utilities and manufacturers on various environmentally related programs, which includes Lowe's ENERGY STAR and water efficiency programs.

Shana Cockerham earned her Bachelor of Science in business management from the University of North Carolina at Charlotte. In her nearly 5+ years at Lowe's Companies, Inc., Shana's experience ranges from Merchandising and Marketing to Environmental Affairs.

Alice Darilek

Water Conservation Coordinator
New Mexico Office of the State Engineer

Ms. Darilek is the Water Conservation Coordinator for the New Mexico Office of the State Engineer. She holds a B.A. in Communications from American University. Her work experience includes water conservation, water resource policy and planning, energy conservation, natural resource issues, and public information and participation.

Ms. Darilek has worked with the State of Texas Office in Washington, DC, Oregon Water Resources Department, Dallas Chamber of Commerce, New Mexico Environment Department, and the New Mexico Energy, Minerals & Natural Resources Department, prior to her current position.

Peter DeMarco

Director of Compliance Engineering
American Standard Inc.

Peter DeMarco is a 29-year veteran at American Standard. He has held many positions in the Engineering Department during his tenure including Technical Services Representative, Reliability Testing Engineering, Product Development Engineering, and Codes & Standards Manager.

Pete is currently the Director of Compliance Engineering and his responsibilities include representing American Standard at all pertinent codes, standards and industry venues, as well as overseeing all compliance requirements for American Standard's full line of plumbing fixtures. He currently serves as Chairman of the American Society of Mechanical Engineers (ASME) A112.19.2 standard for vitreous china fixtures and also for the Canadian Standards Association (CSA) B45 series of standards for plumbing fixtures.

Al Dietemann

Strategic Advisor
Seattle Public Utilities

Al has been active in the conception, planning, development, implementation, and critical evaluation of a wide variety of water conservation programs. He was one of several founding members of AWWA's Conservation Division (then a committee). Al is well known for his work on state and national legislation, codes, and rulemaking. He currently leads Seattle's water conservation program team consisting of eleven conservation staff with an annual budget of approximately five million dollars.

Miguel Flores

Director, Water Quality Protection Division
U.S. Environmental Protection Agency

Miguel Flores has a B.S. in mathematics from the Texas Tech University and an M.S. in mathematical statistics from Southern Methodist University. He also is a graduate of Harvard University JFK School of Government Senior Executive Fellows Program. He has worked as a statistician and air program manager for the U.S. Environmental Protection Agency (EPA), the National Park Service, and an environmental consulting firm for over 28 years. During his 18 years with the National Park Service, Miguel established a national monitoring network for gaseous air pollutants and meteorology in national parks, oversaw its acid rain sampling network, and helped developed the Park Service's inventory and monitoring guidelines for natural resources. He was instrumental in the initiation of several multi-agency, bi-national special studies investigating the transport of air pollutants causing visibility impairment and haze at Big Bend National Park, Texas. He contributed to and was the editor for the Park Service's *Air Quality in the National Parks, Second Edition*, published in 2002. Since June 2002, Miguel has served as the Director of EPA Region 6's Water Quality Protection Division in Dallas, Texas. As Division Director he is responsible for the oversight and management of regional water programs including wetlands protection; water quality planning, evaluation and management; water quality monitoring and data assessment; public water supply; groundwater protection; state revolving funds/construction grants; Clean Water Act grants; and National Pollutant Discharge Elimination System permit issuance.

John Flowers

Water Efficiency Program Manager
U.S. Environmental Protection Agency

Mr. Flowers has a B.S. in Civil Engineering and an M.S. in Environmental Engineering, both from the University of Maryland. He has 33 years of experience in water supply and wastewater management at the local and Federal levels. He has 23 years of experience with USEPA Headquarters involved with a variety of environmental management programs and issues.

Currently, Mr. Flowers is EPA's National Water Efficiency Program Manager responsible for implementing the Market Enhancement Program for Water-Efficient Products and other water efficiency activities.

Connie Gaudet

Director, Sustainable Water Use Branch
Environment Canada

Dr. Connie Gaudet is currently Acting Director of the Sustainable Water Use Branch of Environment Canada. Dr. Gaudet's career in the environmental field has spanned several areas including environmental impact assessment, contaminated site assessment, environmental quality guidelines and most recently, the development of a federal program to promote sustainable water use in Canada. Dr. Gaudet has published widely on water quality, ecological risk assessment and contaminated site assessment and has co-edited two volumes on ecosystem health and one on contaminated site assessment and remediation. Connie received her Doctorate in Biology from the University of Ottawa and a Masters of Science from Carleton University where she studied wetland ecology and animal behaviour respectively.

Tony Gregg

Water Conservation Manager
City of Austin

Tony Gregg has a Bachelor of Science degree in civil engineering from Bucknell University in Pennsylvania. He has worked for 10 years for the Texas Water Development Board and the predecessor agencies of the Texas Commission on Environmental Quality. Tony Gregg has twenty-three years experience in water resource and efficiency program planning and implementation.

Mr. Gregg is currently employed as the Water Conservation Manager of the City of Austin. He is past chair of the American Water Works Association's Water Conservation Division. Mr. Gregg served on the negotiating team that achieved the current Department of Energy clothes washer efficiency standards. He has presented numerous papers on water efficiency at both national and international conferences.

Jim Hanlon

U.S. Environmental Protection Agency

James A. Hanlon was appointed Director of the Office of Wastewater Management (OWM) in the Office of Water in April 2002. OWM is responsible for issuing permits for municipal and industrial wastewater discharges, and administering Federal financial and technical assistance for publicly owned wastewater treatment works.

Mr. Hanlon is a career civil servant with over 29 years of government service with the Environmental Protection Agency (EPA). In 1984, he was appointed to the position of Director, Municipal Construction Division, and was responsible for the management of EPA's national construction grants and state revolving fund programs, providing assistance to municipalities in their wastewater infrastructure construction programs. He was appointed to the position of Deputy Director of the Office of Science and Technology in the Office of Water in 1991. In this capacity, Mr. Hanlon was responsible for the scientific and technical basis of the federal water quality and safe drinking water programs. From January 2001 to April 2002, Mr. Hanlon served as Acting Deputy Assistant Administrator for the Office of Water.

Mr. Hanlon earned a Bachelor of Science Degree in Civil Engineering from the University of Illinois and a Master of Business Administration Degree from the University of Chicago. He is also a registered Professional Engineer in the State of Illinois.

Marc Hoffman

Executive Director
Consortium for Energy Efficiency

Marc Hoffman, Executive Director of the Consortium for Energy Efficiency, is responsible to CEE's Board of Directors for the direction, operation and performance of the organization. He directs a \$1.6 million budget and a staff of 15 to support CEE's 16 initiatives as well as other related programs and developmental efforts.

Since assuming the responsibilities of Executive Director in 1996, Marc has expanded CEE membership, programming and staff to match the increased interest in public benefit programs nationwide. Under his direction, CEE has become a recognized leader in national energy-efficiency programming. Stakeholders now look to CEE as the primary place to propose new campaigns. CEE has also evolved into a nationwide forum for stakeholders in energy-efficiency programs to discuss issues and share experiences. Attendance at CEE quarterly meetings has tripled in the past few years, from about 25 to more than 100 at 2003 meetings. Member services have been significantly upgraded during Marc's tenure, including major improvements in CEE's annual report, quarterly newsletter, web site, program updates and press releases. The key to CEE's success under Marc's leadership has been the development of a professional and responsive staff, which currently supports 21 active program subcommittees for launched and emerging initiatives.

Marc has been actively supporting energy-efficiency activities for more than 25 years. While vice president at XENERGY, he built the company's utility consulting services business to significantly higher levels. As Chief Economist at the Massachusetts Energy Facilities Siting Council, he directed the review of electric and gas utility long-term planning. Marc developed state energy planning as a policy analyst at the Connecticut Energy Office and also served as a consultant with LaCapra Associates and Stone & Webster Management Consultants, working on electric industry restructuring and regulatory studies. He earned his Masters degree in Agricultural Economics at the University of Connecticut and his Bachelors degree from Brandeis University.

Bill Jacoby

Water Resources Manager
San Diego County Water Authority

Bill Jacoby is the water resources manager for the San Diego County Water Authority, the regional water agency that provides about 90 percent of all the water used in San Diego County, supporting a \$126 billion economy and the quality of life for 3 million residents. Jacoby joined the Water Authority in 1988. Jacoby manages the Water Authority's local water resources programs, including water conservation and water recycling, and is involved with development of the seawater desalination program.

He supports the desalination program portion of the Water Authority's Regional Water Facilities Master Plan by working with environmental organizations to identify their concerns regarding the program and through his efforts to procure financial assistance and other support from the state. The master plan is a long-range, comprehensive study that will serve as the blueprint for identifying the water supplies and facilities needed to store, treat and transport water supplies to the Water Authority's member agencies through 2030.

Prior to assuming his duties at the Water Authority, Jacoby worked for the city of San Diego for 12 years in a variety of administrative positions and took part in the initial development of its water conservation program. Mr. Jacoby holds bachelor's and master's degrees from Bemidji State University in Northern Minnesota.

Ken Kramer

Director, Lone Star Chapter
Sierra Club

Ken Kramer is the Director of the Lone Star Chapter of the Sierra Club. The Lone Star Chapter is the state arm of the national environmental organization with a membership of over 700,000 nationwide (over 23,000 members in Texas). In his capacity as Chapter Director, Dr. Kramer is responsible for coordinating the state level activities of the Sierra Club, and he serves as a liaison between the Sierra Club and Texas state officials whose actions shape environmental and natural resources policies. He has been associated with the Sierra Club in different volunteer and professional capacities since 1978.

Dr. Kramer received a B.A. in History with a minor in Government from Texas Lutheran College (now Texas Lutheran University) in Seguin. He was awarded an M.A. in Political Science from Stephen F. Austin State University in Nacogdoches, Texas and then served in the United States Army. He received his Ph.D. in Political Science in 1979 from Rice University. His dissertation focused on the implementation of federal air and water pollution control policy in Texas.

Following his doctoral work at Rice, Dr. Kramer served on the government faculty at Angelo State University in San Angelo and later as a Visiting Assistant Professor of Political Science at Texas A&M University. He worked as a public policy consultant in Austin, serving as a lobbyist for the Sierra Club and as an environmental policy researcher, from 1982 until 1989 - at which time he became the Club's first Lone Star Chapter Director.

Kevin Ward

Executive Director
Texas Water Development Board

J. Kevin Ward is executive administrator of the Texas Water Development Board (TWDB). He has over 20 years progressive experience in public and private sector governmental consulting and management positions.

During his tenure with the TWDB, he has served in various capacities including development fund manager, and Deputy Executive Administrator for the Office of Project Finance and Construction Assistance, specializing in the development and implementation of the financial aspects of TWDB's State Revolving Fund loan programs.

He serves on the board of the Council of Infrastructure Financing Authorities (a national organization consisting of public and private sector affiliates that manage funding programs for environmental projects). Mr. Ward also serves as Chair of the Texas Water Conservation Implementation Task Force, and on the initial Advisory Committee of the Caroline and William N. Lehrer Distinguished Chair in Water Engineering, established by the Agriculture Program and the Agricultural Engineering Department of Texas A&M University. Mr. Ward received a Bachelor of Business Administration degree in Accounting from the University of Texas at Austin in 1982.